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First-of-a-kind Starwood Hotels American Cuisine Chef Training in So

Report Categories:

Market Development Reports

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Report Highlights:

On September 26-27, 2011, ATO Guangzhou launched an American Cuisine Chef Training with Starwood Hotels and Resorts Asia Pacific Food and Beverage China Sub-council in Guangzhou's newly opened Sheraton Hotel. ATO Guangzhou was instrumental in bringing Professor David Kamen from the renowned Culinary Institute of America to conduct this two- day training workshop for 20 chefs from the Starwood chain, inclusive of basic knowledge of American regional cuisine as well as hands-on experience in dish preparation, cooking, and recipe development. Thanks to the unprecedented support from several of our U.S. producer associations including Alaska Seafood Marketing Institute, California Prune Board, California Milk Advisory Board, U.S. Meat Export Federation, U.S. Dairy Export Council and U.S.A. Poultry & Egg Export Council, major American food items such as Alaska sockeye salmon, Pacific cod, Pollock roe, shredded mozzarella, California prune, U.S. pork, American chicken leg and drumsticks were highlighted throughout the training and cooking demonstrations. It was an educational opportunity for Starwood chefs to promotion American Cuisine with locally sourced U.S. ingredients. After this training, local media representatives attended a press release was held feature Chef Kamen's

cooking demonstration. Plus, a certificate ceremony attracted over 30 local leading media reporters on September 27. Sheraton Guangzhou hotel is taking the lead and has already started a series of unscheduled American Cuisine menu promotions beginning with their Feast Restaurant during the Canton Fair and will last through Ambassador's Gary Locke's visit to the Sheraton and beyond the Thanksgiving holiday. Some other participating hotels are also interested in conducting similar promotions with the purchase of U.S. products.

For a recap of the chef training, please go to: http://v.youku.com/v_show/id_XMzE0NDYyMDEy.html

ATO Guangzhou also proposed the South China American Chamber of Commerce (AmCham) to host an upcoming Chinese investors' business lunch with Ambassador Locke at the Sheraton Guangzhou Hotel on November 3, during which U.S. food/wine will be highlighted and served at the table. This is an excellent opportunity to maximize on the training and greater exposure to American Cuisine and U.S. ingredients.

Two weeks before the American Cuisine Chef Training, ATO Guangzhou also worked with Betty's Kitchen, the largest and most reputable cooking lifestyle multi-media platform in China, to promote the sponsored U.S. producer associations as well as the respective food ingredients. The coverage was through Betty's Kitchen official Sina Weibo (the most widely used social network in China which is considered a hybrid of Facebook and Twitter). Over 387,000 microbloggers and netizens are able to better understand our U.S. cooperators' mission in China, as well as the features and value of American agricultural commodities. A video about the press release is going to be linked to Youku (China's version of Youtube) and Tudou (search engine and multimedia interactive site).

Tudou : <http://www.tudou.com/programs/view/B7r7W-W1USI/>

Youku : http://v.youku.com/v_show/id_XMzE4MjcwODYw.html

The video will be showcased on the front page of Betty's Kitchen official website for 2 weeks.
www.beitaichufang.com

For more details on this Great American food promotion, please refer to Betty's Kitchen's Sina Weibo as below:

http://weibo.com/k/%25E7%25BE%258E%25E5%259B%25BD%25E5%2586%259C%25E8%25B4%25B8%25E5%25A4%2584&refer=miniblog_jing&Refer=STopic_page&rd=MTQyN&page=2